

. CHAPTER I

INTRODUCTION

This chapter includes eleven sections: background of study, reason for choosing the topic, research questions, and aims of the research, scope of the research, significance of the research, research method, data collection, data analysis, and clarification of the key terms and organization of the paper.

1.1 Research Background

Foreignization and domestication are the two well known translation strategies proposed by Venuti (1995) which perform the function of bridging the cultural gaps between the source language (SL) and the target language (TL) in the translation product. The cultural gaps, according to Judickaitė (2009) can be caused by the cultural specific terms such as various kinds of names (characters' names, names of national dishes, festivals, etc), idioms, and slang expressions which may not exist in the target language system. These terms possess various connotations and implications in their different cultural setting (Sharifabad, Yaqubi, & Mahadi, 2013). Therefore, the application of foreignization and domestication strategy is crucially needed in order to render the original SL text into a good quality translation product in TL.

Interestingly, although Venuti (1995) proposed both foreignization and domestication strategy, he originally tended to recommend the foreignization strategy to be more applied in the translating process. He stated that translators should resist the influence from the target language culture in order to retain the linguistic and cultural differences as well as the impression of originals in the translation product. But aside from Venuti's tendency, both of the strategies are, in fact, essential in transferring the 'realia' from the source language into the target language, especially in literary translation context. Unlike the non-literary translation which focuses to provide the semantic equivalence between source and target language, literary translation usually aims "to produce a commercially viable product. It may involve the removal of all elements and events the retention

of which would render the product commercially non-viable in the target culture.” (Jefferson, 2012, p. 5).

Based on the discussion above, there is an implication that the preference of which translation strategy should be applied more in the translation, among the other factors, is also determined by the target readers of the particular text genres. This implication confirms Nida and Reyburn’s statement (1981) that translation, as an act of communication, consists of three main characteristics, which are source, message and receptor. In literary works translations, foreignization strategy is an inevitable tendency nowadays. According to Wang (2014), foreignization strategy satisfies the reader expectation in terms of foreignness customs and conditions that is provided since it is faithful to the original work written by the author. However, the application of both foreignization and domestication strategies are essential in translation, and both of them are mainly intended to provide the readers with an accurate, readable and acceptable translation product.

There are previous studies which also deal with the notion of foreignization domestication strategy. Judickaitė’s research entitled *The Notions of Foreignization and Domestication Applied to Film Translation: Analysis of Subtitles in Cartoon Ratatouille* (2009), for example, reveals that the most applied translation strategy in the *Ratatoille*’s subtitles translation from English as the source language into Lithuanian as the source language is the domestication strategy, with the comparison of 14:115 items. Similar to Judickaitė’s research, Firoozkoohi & Zare-Behtash’s research entitled *A Diachronic Study of Domestication and Foreignization Strategies of Culture-Specific Items: in English-Persian Translations of Six of Hemingway’s Works* (2009) also found the domestication strategy as the dominant cultural translation strategy applied in six books written by Ernest Hemingway which were translated into Persian context over specific periods of the 1950s to the 2000s.

On the other hand, the research conducted by Laras (2012) entitled *Foreignization and Domestication in the Translation of English Medical Terms –*

You: The Owner Manual revealed that the foreignization strategy is mostly used in the translation product, she also analyzed the accuracy of the translated books and it was proven to be pretty accurate. In line with Laras's research, the research entitled *Foreignization in Cultural Words Translation of John Boyne's Book Entitled The Boy In The Striped Pyjamas* (2012) which was conducted by Novari (2012) argued that the application of foreignization strategy in the translated version of the story did not cause any difficulties in comprehending it.

Therefore, considering the findings of the previous research, this research entitled "Foreignization and Domestication Strategies in Cultural Words Translation of Dan Brown's *The Lost Symbol*" focuses on analyzing the categories of cultural words in the novel as well as analyzing the foreignization and domestication strategies in the translation of cultural words found in the novel *The Lost Symbol* written by Dan Brown.

1.2 Research questions

There are two research questions formulated by the researcher as the main guideline in conducting this research:

1. What categories of cultural words are found in the novel *The Lost Symbol*?
2. What type of foreignization and domestication strategies are applied in the translation of the cultural words in the *The Lost Symbol*?

1.3 Aims of the Research

This research is aimed:

1. To discover the categories of cultural words contained in the novel *The Lost Symbol*.
2. To examine the foreignization and domestication strategies that are applied in the translation of the cultural words in the novel *The Lost Symbol*.

1. 4 Research Method

This research employs a descriptive qualitative method in analyzing the data. It is considered as the most suitable method for this translation research because the data gathered mostly is in the form of language unit, therefore the analysis is suitable to be processed and shown in the form of descriptive analysis that mostly leans on the qualitative value gained from the data. Mackey & Gass (2011) similarly argued that in general, qualitative research relies on the data itself and usually it does not involve statistical procedures. Specifically, qualitative descriptive method focus on finding themes and patterns on the phenomenon being questioned. It also views the perspective of experts and researcher as the main source of research objectives (Parse, 2001).

1.5 Significance of Research

The findings of this research are expected to benefit the readers, especially the students who major in translation study, by providing the theories, data and discussions related to foreignization and domestication. In other words, this research is intended to enrich the understanding and comprehension on cross-culture translation issues, especially on the application of foreignization and domestication strategy in translation.

1.6 Clarification of the Key Terms

There are some important terms in this research which need to be explicitly defined to help readers understand the research discussions better. The terms are as follows:

1. **Foreignization** is the translation strategy in which the foreignness from the source language is retained as much as possible in the target language as the translation product in order to give the readers the experience of linguistic and cultural differences (Firoozkoobi and Zare-Behtash, 2009).
2. **Domestication** is the translation strategy in which the foreignness from the source language is minimized in the target language as the translation

product in order to make the translation text more recognizable and familiar to the readers (Firoozkoohi and Zare-Behtash, 2009).

3. **Cultural word** is word that encode cultural information such as cultural knowledge and cultural background (Alousque, 2009)

1.7 Organization of paper

The paper of the research will be organized into five chapters, as follows:

- 1) Chapter 1: Introduction

This chapter provides background of study, reasons of choosing the topic, research questions, and the aims of the research, scope of the research, significance of the research, the research methodology, the research procedures and the organization of paper.

- 2) Chapter 2: Literature Review

This chapter discusses the theoretical foundations as the analysis basis. It also provides the previous research and studies on foreignization and domestication strategy as well as the terms definition and clarifications.

- 3) Chapter 3: Research Methodology

This chapter describes the procedure in conducting the research, including research design, data collection, and data analysis.

- 4) Chapter 4: Findings and Discussion

In this chapter, the researcher conveys and discusses the findings of the data analysis through the framework of Pederson's and Venuti's notion on foreignization and domestication.

- 5) Chapter 5: Conclusion and suggestion

This chapter contains the conclusion and suggestion of the research which is based on chapter 4 (findings and discussion).